

IN THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A system comprising:

an integrated web ring (IWR) site of a ~~host~~ server managing the IWR and having a plurality of partners for providing information to the IWR relating to a theme, wherein the ~~host~~ server manages user access on the IWR to the information provided by the partners, the IWR site further comprising:

- a plurality of partner Web pages relating to the theme and provided by the partners;
- a host Web site provided by the ~~host~~ server and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme;
- a link from the host Web site to a selected partner Web page; and
- tracking software for monitoring user access to the IWR site, to the selected partner Web page and to the substantially non-commercial content on the host Web pages and generating performance indicators relating thereto, wherein the tracking software enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the generated performance indicators;
- wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

2. (Currently Amended) A method for controlling information relating to a theme, the information being available on an integrated web ring (IWR) of a ~~host~~ server and a plurality of partners, the method comprising the steps of:

- providing a plurality of partner Web pages and provided by the partners relating to the theme;
- providing a host Web site provided by the ~~host~~ server and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme;
- authorizing the host to select a partner Web page;

providing a link from the host Web site to the selected partner Web page wherein the link has a title associated therewith;

tracking user access to the substantially non-commercial content;

revising, as a function of said tracking, content of low user interest from the substantially non-commercial content from the plurality of the host Web pages; and

allowing the host to modify the title of the partner Web page as it appears on the host Web site;

wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

3. (Canceled)

4. (Currently Amended) The method of claim 2 further comprising the step of allowing the ~~host~~ server to index the partner Web page by assigning a key word associated with the partner Web page.

5. (Currently Amended) A method of adding retail partners to an Integrated Web Ring (IWR) site that provides a host Web site comprising substantially non-commercial content provided by the partners dedicated to a theme, the IWR site comprising partner Web pages, wherein the host Web site is accessible by users, each partner providing at least one partner Web page related to the theme of the IWR site accessible by links from the host Web site, wherein at least some of the partners are retailers offering products whose sale via the IWR site brings commissions to ~~the host~~ a server; the method comprising the steps of:

receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site;

obtaining agreement from the candidate retail partner to abide by a stated policy wherein the stated policy includes the candidate retail partner agreeing to provide searchable product information that can be screened or sorted by the ~~host~~ server during a user product search according to predetermined user preferences relative to at least one of price and manufacturer identity;

reviewing the Web site of the candidate retail partner to determine if the substantially non-commercial content does not violate substantially non-commercial content criteria for IWR partners; and

joining the candidate retail partner to the IWR site if the candidate retail partner has met the requirements of obtaining and reviewing steps and by means of a contract identifying payment procedures and responsibilities of both the retail partner and the ~~host~~ server.

6. (Previously Presented) The method of claim 5 wherein the stated policy of the obtaining step includes the candidate retail partner agreeing to abide by a stated privacy policy, and to abide by a suitable return policy for the protection of customers.

7. (Currently Amended) An integrated web ring (IWR) site of a ~~host~~ server and a plurality of partners for providing and managing information relating to a theme, the IWR site comprising:

a plurality of partner Web pages relating to the theme and provided by the partners;

a host Web site provided by the ~~host~~ server and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme;

a link from the host Web site to a selected partner Web page, wherein the link is controlled by the ~~host~~ server and wherein the ~~host~~ server is permitted to modify a title associated with the link;

a common navigational tool provided by the host Web site for searching and accessing only the host Web pages and the selected partner Web page; and

a tracking software, said software tracking user access to the substantially non-commercial content, wherein the tracking software enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the tracked user access;

wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

8. (Previously Presented) The IWR site of claim 7 wherein the selected partner Web page comprises substantially non-commercial content relating to the theme and/or product purchase opportunities wherein the product relates to the theme and/or a community component relating to the theme.
9. (Original) The IWR site of claim 7 wherein the theme is parenting and wherein the information relates to one or more of the following: family, mothering, fathering, child raising, child development, education, entertainment, family, finance, health, home and garden, shopping, community or other parent information or interests.
10. (Currently Amended) The IWR site of claim 7 wherein the link on the host Web site to the selected partner Web page is displayed with a brief description of a substantially non-commercial content of the selected partner Web page and a visible indication of an identity of the partner providing the partner Web page, wherein at least some of the partners are retailers providing product Web pages for purchasing products related to the theme, the pages for purchasing products being accessible by links available on the partner Web pages, and wherein the purchase of a product via the link results in a fee paid to the ~~host~~ server and/or a fee paid to any partner that guided the user to the product Web page used for purchasing the product.
11. (Currently Amended) The IWR site of claim 7 wherein the link on the host Web site to the selected partner Web page is displayed with a partner ad, and wherein the displayed ad results in a fee paid to the ~~host~~ server.
12. (Currently Amended) The IWR site of claim 7 wherein the link on the host Web site to the selected partner Web page is displayed with an article display, and wherein the displayed article results in a fee paid to the ~~host~~ server.
13. (Original) The IWR site of claim 7 wherein the link includes a source identifier identifying the partner providing the partner Web page to which the link directs the user.

14. (Canceled)

15. (Canceled)

16. (Previously Presented) The system of claim 1, wherein the IWR site is presented as a resource and wherein the host Web site presents the product in association with the IWR site.

17. (Canceled)

18. (Canceled)

19. (Currently Amended) An integrated web ring (IWR) site of a ~~host~~ server and a plurality of partners for providing and managing information relating to a theme, the IWR site comprising:

a plurality of partner Web pages relating to the theme and provided by the partners;

a host Web site provided by the ~~host~~ server and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme;

a link from the host Web site to a selected partner Web page, wherein the link is controlled by the ~~host~~ server and wherein the host is permitted to modify a title associated with the link; and

a customized newsletter option selectable by each user which periodically delivers to each particular user selecting the option information relating to topics designated by the selected user; and

tracking software tracking user access to the substantially non-commercial content, wherein the tracking software enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the tracked user access;

wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

20. (Canceled)